

Planned Unit Development Application Proposed Authorized Alternative Amenities

Below is a breakdown of the alternative amenities we are proposing to offset the increased signage request and for block 69 building height.

• **(5 Points) LEED** – Our project is attempting LEED Silver rating or above.

Ten points are available; however we are only going for a LEED designation for the two tower buildings not the residential or the ramp. We are attempting LEED Platinum for the two towers.

• (5 Points) Outdoor Open Space –

We are showing approximately 73,000 sf of open space on block 75. Total area not covered by site is approximately $210,000 \times 30\% = 63,000$

(3 Points) Energy Efficiency –

The towers have a goal of 40% reduction in energy beyond 2007 ASHRAE 90.1.

(1 Points) Living Wall System –

Block 70 ramp plans to have 60% of the façade to be covered with greenscreen walls that have climbing vine mixtures.

• (3 Points) Shared Vehicles –

Access to a shared passenger automobile

• (1 Point) Enhanced Landscaping

We will be designing a landscape plan that has seasonal interest with resource efficient irrigation system by a licensed landscape architect.

Enhanced Landscaping includes street trees, annual planters, raised planting with native and adaptive plantings, and a resource efficient irrigation system.

(1 Point) – Enhanced Stormwater Management -

The current plan calls for rain gardens in the R.O.W. to help with stormwater management. There will also be no potable water for irrigation.

• (1Point) – Recycling Storage Area

(3 Points) Plaza -

Preliminary Plan - Subject to change

We are currently showing approximately 13,768 sf of plaza space at the entrance to the towers. 10% of the PUD site area is equal to 21,065. The plaza includes:

o Benches

Block68/69 - 96 LF with 20LF of benches with backs. Two different types per block.

Block 70 – 83 LF with 17 LF of benches with backs.

- o Surface materials that are durable and decorative
- o Unobstructed walkways that are a minimum of 4 feet wide
- o Trees

Block 68/69 - Six trees per plaza

Block 70 – Four trees in plaza

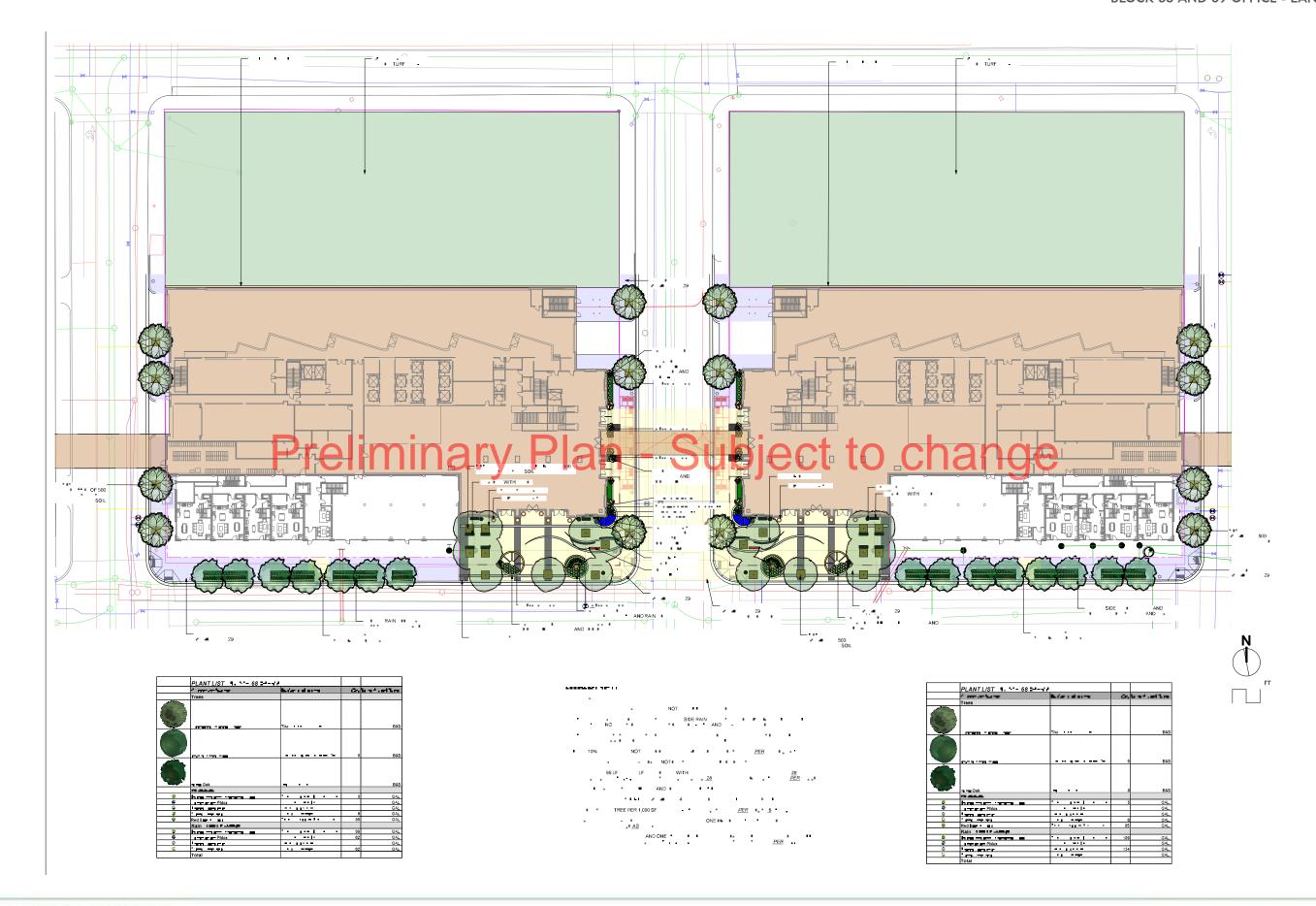
- o One water feature per block
- o Receptacles

Block 68/69 - Three trash and recycling receptacles

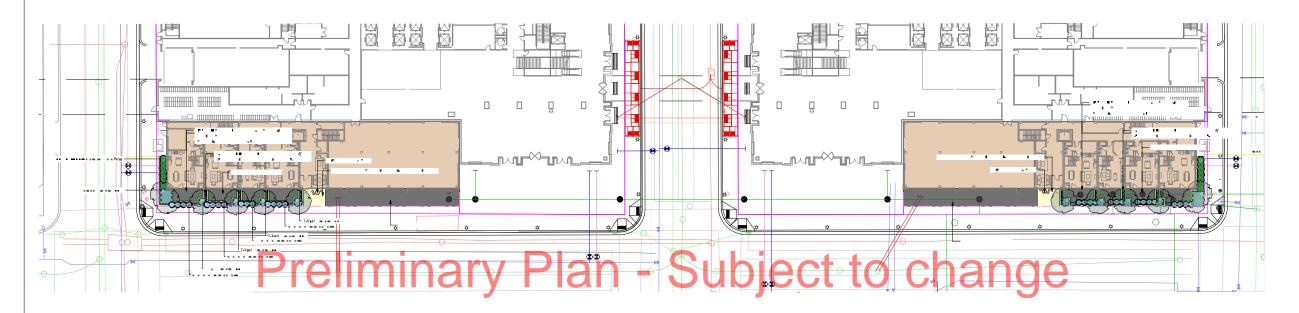
Block 70 – Two trash and recycling receptacles

Total = 23 Points





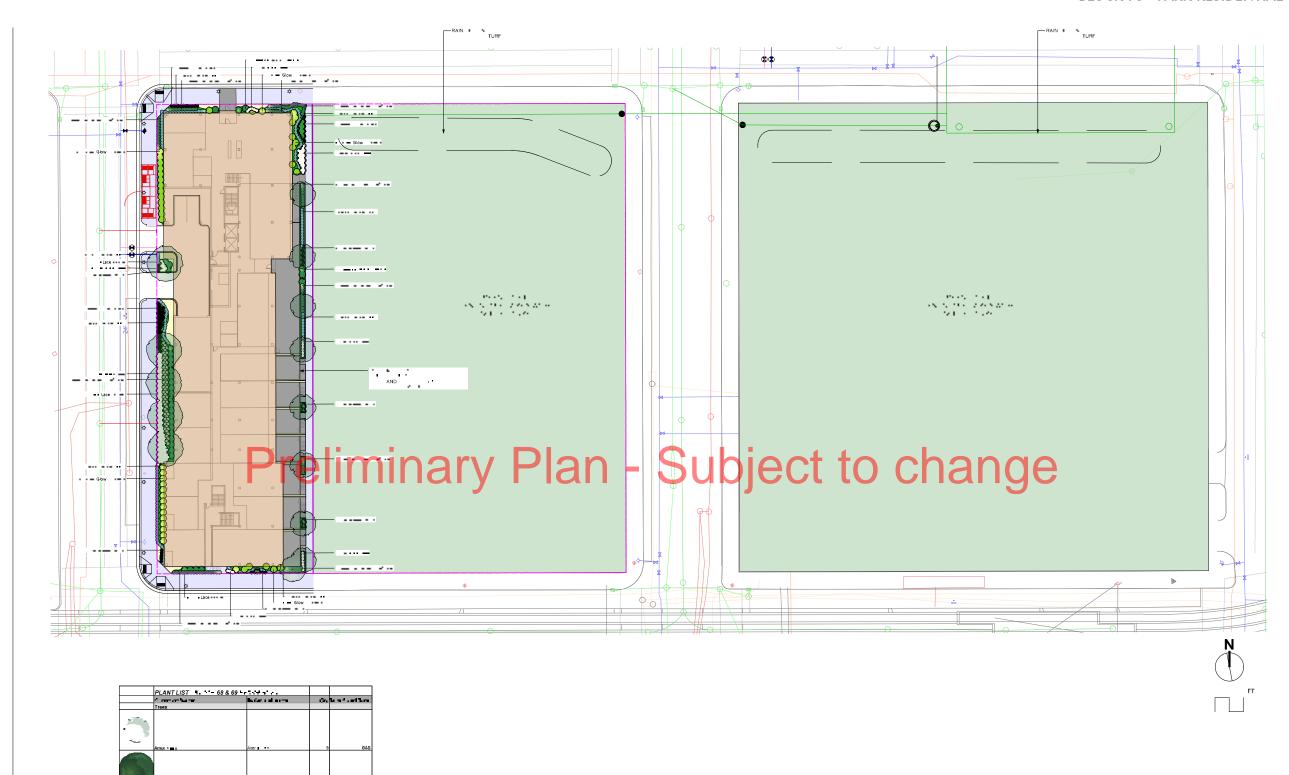






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Specific Standards for Signs in the Downtown Districts:

(Minneapolis Code Table 543-3)

- •2.5 S.F. of signage per 1 ft of primary building wall.
- •Minimum of 30 S.F. guaranteed for each ground floor nonresidential use with portion of wall
- Maximum area per sign: 120 SF
- Maximum height above ground: 28'

Wall Signs Conditional Use Permit:

(Minneapolis Code Section 543.470b)

Allows up to 2 additional signs for buildings above 84 feet / 6 stories, subject to following:

- Must be individual letters or elements permanently affixed to wall
- •Shall not exceed 3 SF of sign area for each foot of building wall or 300 SF, whichever is less
- No more than 1 sign per wall
- Vertical dimension of sign shall not exceed 14 feet

Specific Standards for Signs in the Downtown Districts: (Minneapolis Code Table 543-3)

- •2.5 S.F. of signage per 1 ft of primary building wall.
- Maximum area per projecting sign: 48 SF
- Maximum area per sign: 120 SF
- Maximum height above ground: 28'

 $105' \times 2.5 \text{ SF} = 262.5 \text{ SF}$ maximum signage on south facades

South Facades = 75 SF + 300 SF Wall Sign as currently shown

Street level signage to be further defined at a later date

- All Lettersets to be internally illuminated yellow with red halo.
- All Banners will incorporate architectural lighting.







Enlarged Southwest Elevations - 1/32":1'

3 Signs, 25 SF Each

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North Facades = 300 SF Wall Sign as currently shown

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 $165' \times 2.5 \text{ SF} = 412.5 \text{ SF maximum}$ signage on east (68) and west (69) facades

East (68) / West (69) Facade = 75 SF as currently shown



Southeast Elevation (Block 68)
Northwest Elevation (Block 69)
Scale: 1/32"=1'

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 $135' \times 2.5 \text{ SF} = 338 \text{ SF maximum}$ signage on west (68) and east (69) facades

West (68) / East (69) Facade = 60 SF

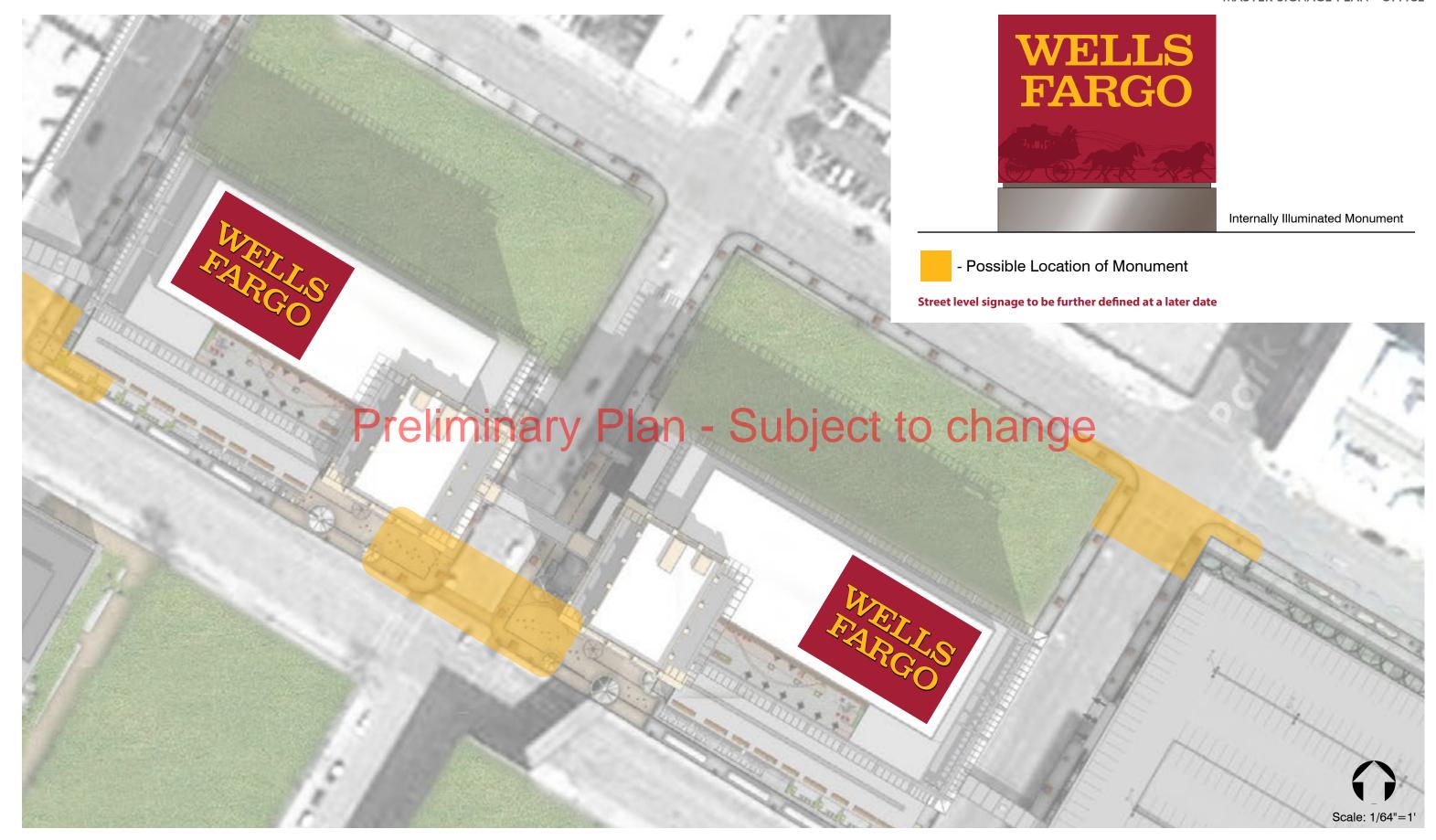
as currently shown

Street level signage to be further defined at a later date



Northwest Elevation (Block 68) Southeast Elevation (Block 69) Scale: 1/32"=1'





Description: Fabricated .090 aluminum sign cabinet with retainer-less clear matte finish polycarbonate faces. Illuminated with fluorescent lamps. Graphics to be applied vinyl.



	Color Legend				
P1	Red w/Clearcoat, Semi-Gloss Matthews Paint MP 65837 R9666	Channel Letter Returns			
P2	Black w/Clearcoat, Full Gloss Matthews Paint MP 30132 Jet Black	High Rise Channel Letter Returns and Channel Letter Aluminum Trim Caps			
Р3	Light Bronze w/Clearcoat, Semi-Gloss Matthews Paint MP 20090	Pylon Column Cladding, Monument Sign Base, Directional Sign Base			
P4	White w/Clearcoat, Semi-Gloss Matthews Paint MP 1147	Welcome Sign			
P5	Warm Gray w/Clearcoat, Semi-Gloss Matthews Paint MP 20148	Background/Panel: Directional Sign, Informational Sign			
P6	Opaque Warm Gray, 3M 9800 UV Ink to Match PMS Warm Gray 11	Copy on Window Bands, Copy on Door Bands			
P7	Opaque Yellow, 3M 9800 UV Ink to Match PMS 1235w/3M 9720i UV Clearcoat	Vinyl Material (WF Logo Square), Awning Copy (ATM)			
P8	Opaque Red, 3M 9800 UV Ink to Match Toyo CF 10065 w/3M 9720i UV Clearcoat	Vinyl Material (WF Logo Square)			
P9	Opaque White, 3M 9800 UV White	Awning Copy			

*P6 - P9 are Screen Ink

Materials Legend				
M1	Maxx-Brite	Channel Letter Returns		
M2	Aluminum	Channel Letter Returns, Staging Panels, Wall Sign Panels, Post Tubing, Directional/Regulator, Faces, Door ID Plaque		
М3	Jewelite Black	Channel Letter Trim Caps		
M4	Aluminum Retainers	Channel Letter Trim Caps		
M5	Acrylic Yellow Translucent	Option 1: Evonik 1H15 Option 2: Aristeck (TBD)		
M6	Alpolic ACM #WRY Wells Fargo Red, 4mm PE Core	Red Box Faces, Staging Panels, Logo "Squares"/Panels		
M7	Alpolic ACM Faces/End Surfaces #RVW Sheet, White, 4mm PE Core	Discontinued, No Longer in Use		
M8	½" Clear Acrylic Modified High Impact	Pushed-Thru Lettering on Red Box		
М9	0.1875" Clear Acrylic Modified High Impact	Discontinued, No Longer in Use		
M10	Acrylic/Polycarbonate Acrylite GP P-95, Matte	Sign Face Replacement		
M11	Solution Dyed Acrylic Marine Cloth Sunbrella 6003-0000 Jockey Red	Awning Material		
M12	0.177" & 0.1875" Clear Acrylic	Channel Letter Faces		

	Vinyl Legend			
V1	Translucent Black 3M 3630-22	Drop Shadow Channel Letters		
V2	Translucent Yellow 3M Scotchcal 3630-4039	Sign Face Replacement Letters Face of Channel Letters		
V3	Reflective Yellow 3M Scotchlite 3971G	Bang Bar		
V4	Translucent Red 3M Scotchcal 3630-2280	ATM Canopy		
V5	Opaque Red 3M VEB-1441	Sign Face Replacements		
V6	Opaque Yellow 3M VEB-14450	Vinyl Letters on Red Staging Panel, Clearance Bar Stripes		
V7	Opaque Dark Gray 3M Scotchcal 7725-41	Сору		
V8	Opaque White Clear Adhesive 3M 7725-10	Door Graphics, Window Bands Door Decal Copy		
V9	Reflective Blue 3M 7725-10	ADA Symbol Background on Exterior Informational Signs		
V10	Clear Film 3M 180-114	Screen Printed Logo Square		
V11	White Diffuser Film, 70% 3M 7725-10	Sign Face Replacements, Channel Letters		
V12	White Barrier Film 3M FP032302	Discontinued, No Longer in Use		
V13	Opaque White Gray Adhesive 3M 180-10	Kiss Cut Letters for Directional Signs and Door Graphics, Parking Garage Sign		
V14	Opaque Black 3M 7725-12	Drop Shadow for Vinyl Letters on Staging Panel, Parking Sign, Cables		
V15	Opaque Blue 3M 7725-47 Intense Blue	ADA Symbol Background for Glass Entry Doors and Sidelights		
V16	Reflective Red 3M 680-72	Regulatory Graphic Background on Exterior Vehicular Signs		



Urban Flagship Store

FOR REFERENCE ONLY - STREET LEVEL SIGNAGE TO BE FURTHER DEFINED AT A LATER DATE

Urban flagship stores for Wells Fargo are characterized by high visibility and high profile sites in major cities. These high visibility sites usually face streets with a significant amount of pedestrian and vehicular trac. As such, Wells Fargo desires optimum brand expression at these locations.

A Wells Fargo urban flagship store can have a combination of any of the brand components shown at right.



1 Reins and Road (internally illuminated)

WELLS FARGO

2a Channel Letters (halo and facelit)



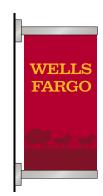
2b Channel Letters on Staging Panel (halo and facelit)



3 ATM Gold Tone-on-Tone Wall (internally illuminated)



4 Window Box Sign (internally illuminated, interior application)



5 Exterior Perpendicular Mount Banner



6 Door Decals



WELLS FARGO

7 Entry Canopy



8 Acquisition Window Message



9 Digital Window Display



Urban Flagship Store

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The Wells Fargo urban flagship store kit of brand components is comprised of carefully orchestrated signs to assist customers in finding the store and for providing brand presence. All signs are not necessarily used at all locations, but they usually utilize an internally illuminated reins and road sign (ceiling mounted on the inside of the glass) and an internally illuminated ATM gold tone-on-tone wall. Other brand components are placed for optimum visibility.





Shown:

- 1 Reins and Road (internally illuminated)
- **2a** Channel Letters (halo and facelit)
- (internally illuminated)
- Window Box Sign (internally illuminated, interior application)
- **5** External Perpendicular Mount Banner
- **6** Door Decals
- **7** Entry Canopy
- **8** Acquisition Window Message



Front Elevation









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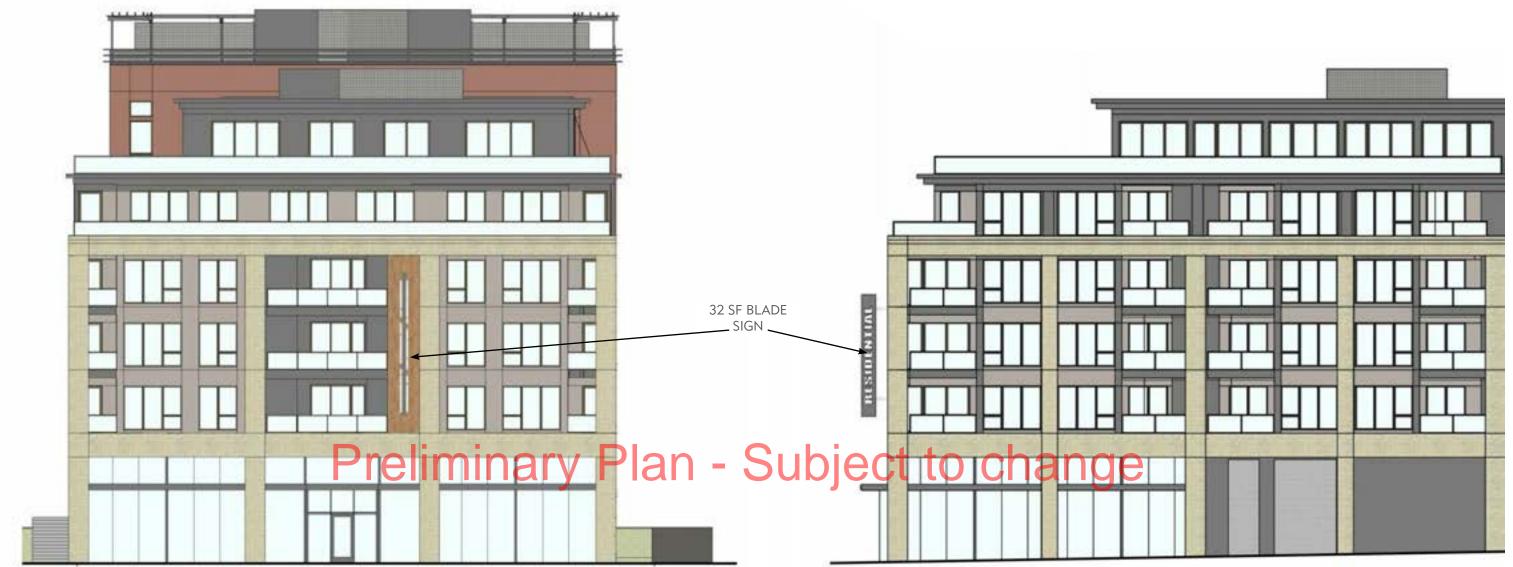
- Maximum area per projecting sign: 48 SF
- •Maximum area per sign: 120 SF
- Maximum height above ground: 28'

206' x 2.5 SF = 515 SF maximum signage on south facade **South Facade = 325 SF as currently shown**

 $20' \times 2.5 \text{ SF} = 50 \text{ SF}$ maximum signage on west facade West Facade = 58 SF as currently shown







PARTIAL WEST ELEVATION 1/16": 1'

Specific Standards for Signs in the Downtown Districts:

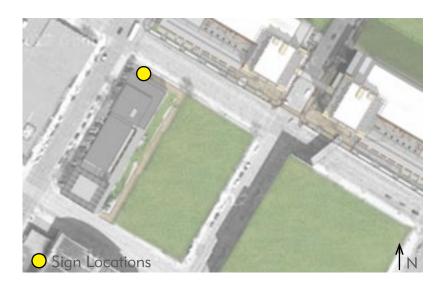
(Minneapolis Code Table 543-3)

NORTH ELEVATION

- •2.5 S.F. of signage per 1 ft of primary building wall.
- Maximum area per projecting sign: 48 SF
- Maximum area per sign: 120 SF
- Maximum height above ground: 28'

 $90' \times 2.5 \text{ SF} = 225 \text{ SF}$ maximum signage on north facade

North Facade = 32 SF as currently shown







PARTIAL EAST ELEVATION

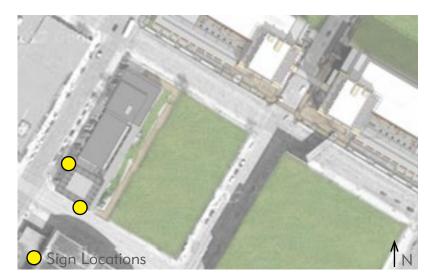
1/16": 1'

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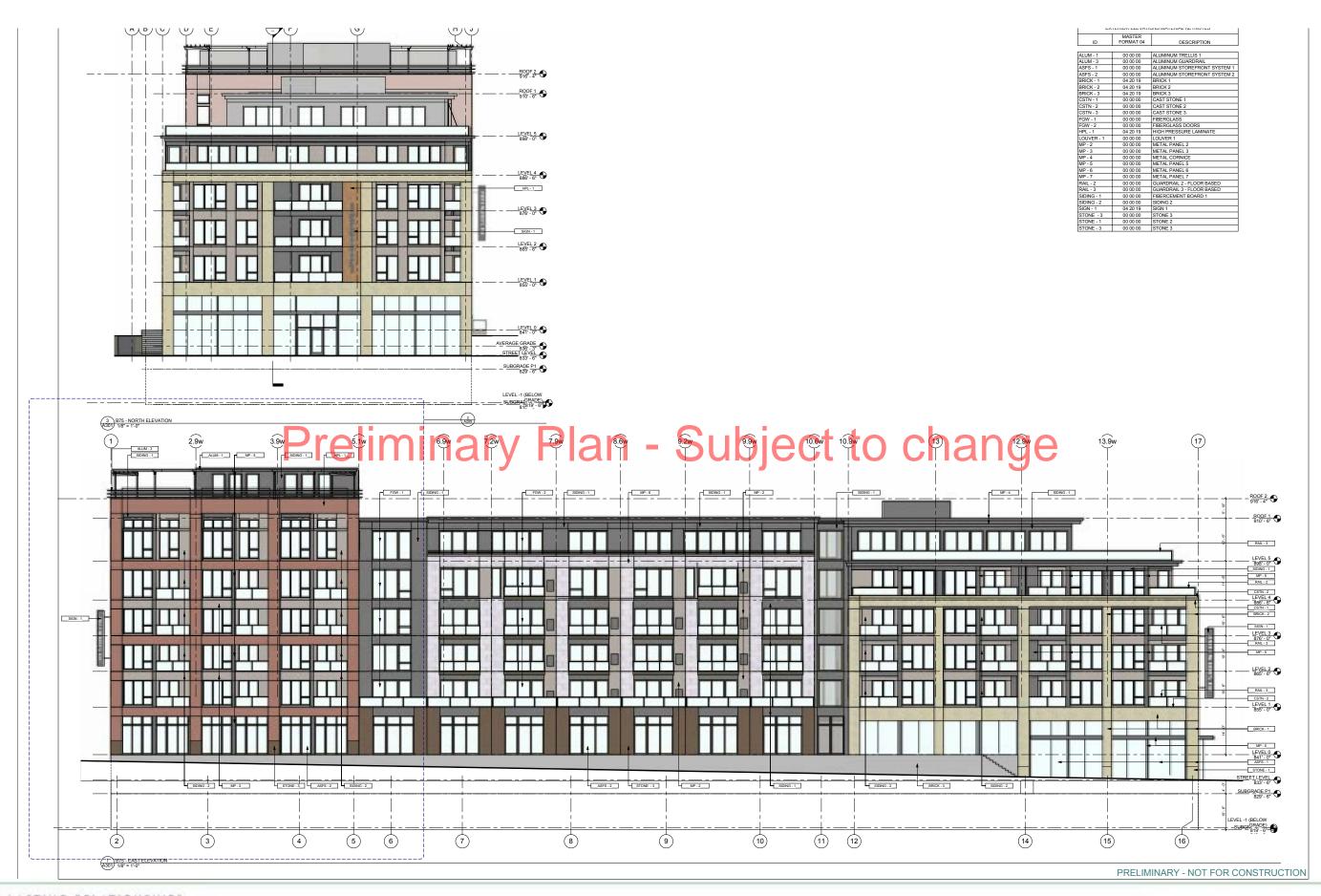
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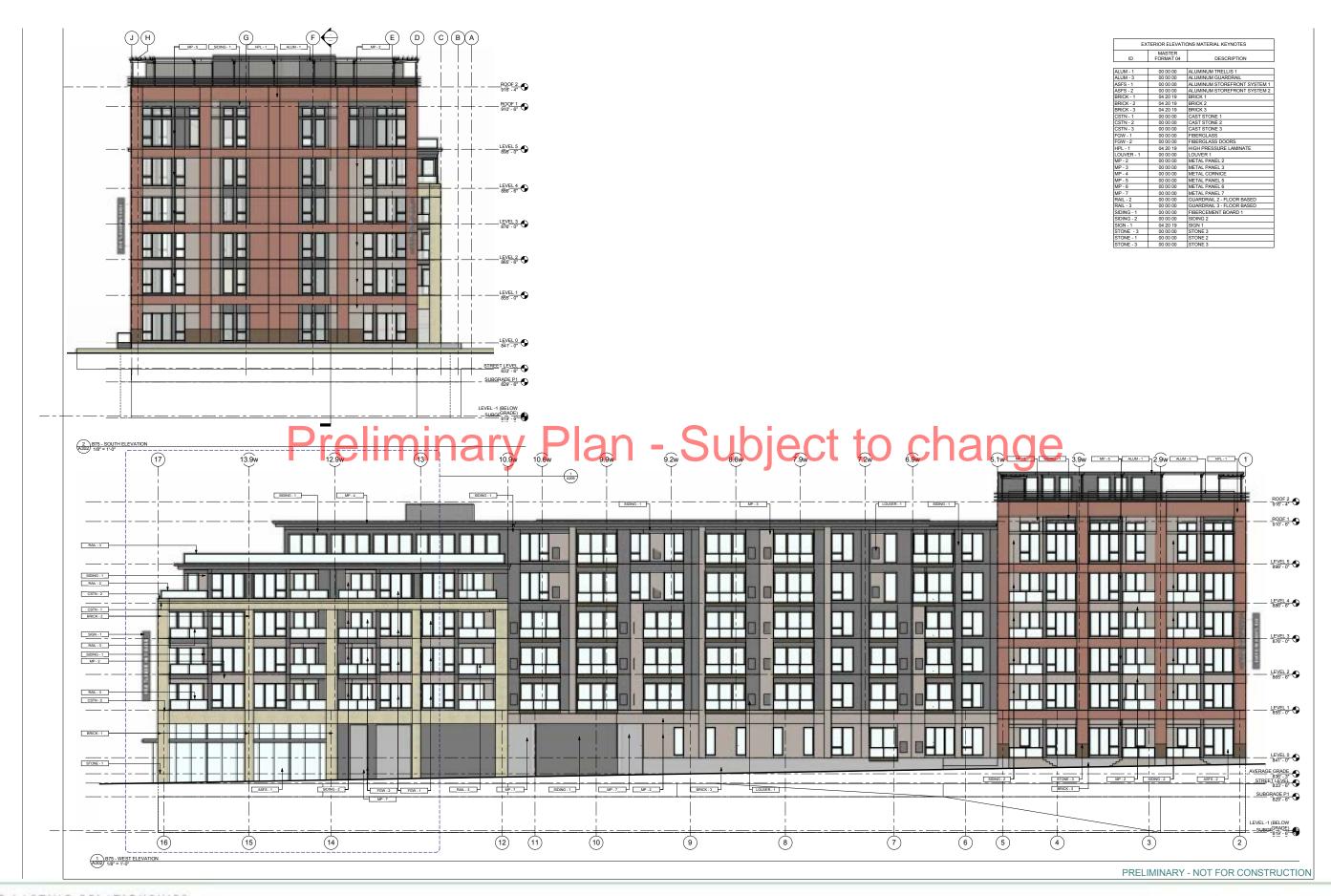
 $330' \times 2.5 \text{ SF} = 825 \text{ SF}$ maximum signage on west facade West Facade = 50 SF as currently shown

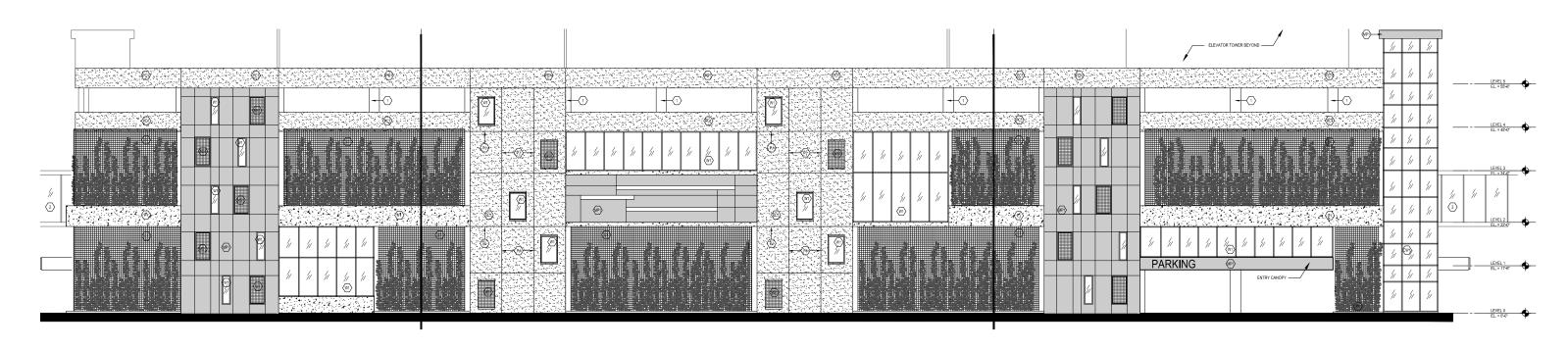
 $85' \times 2.5 \text{ SF} = 212.5 \text{ SF}$ maximum signage on south facade South Facade = 50 SF as currently shown

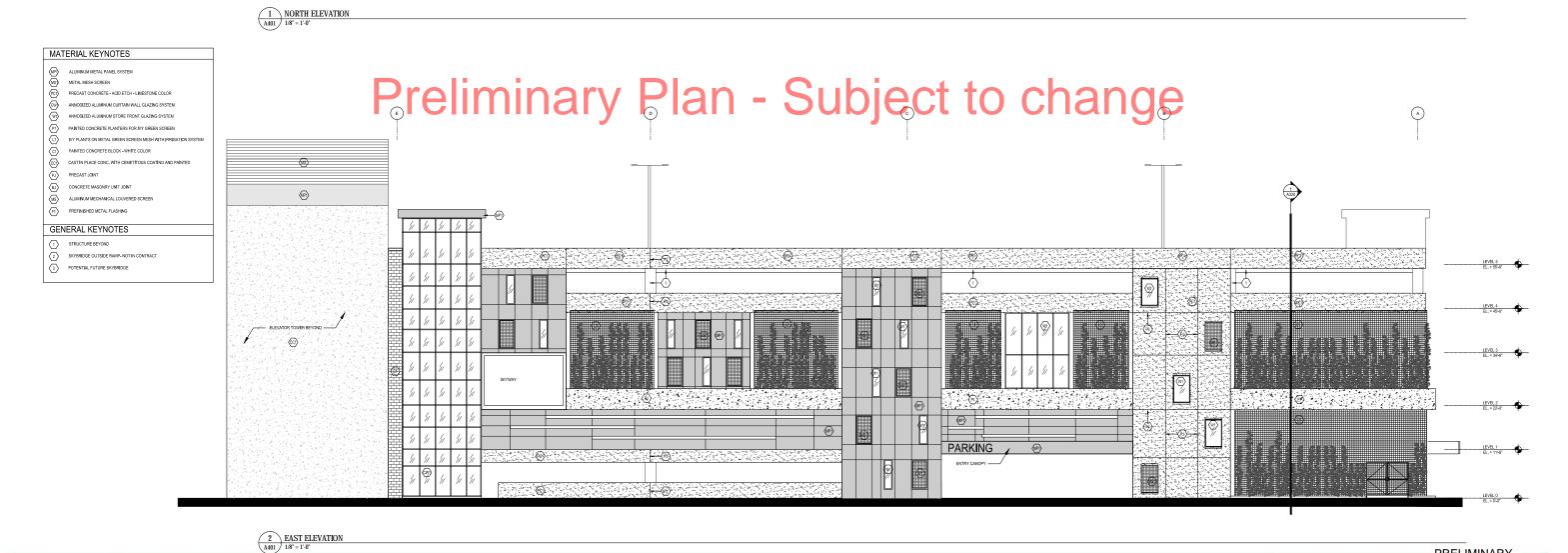




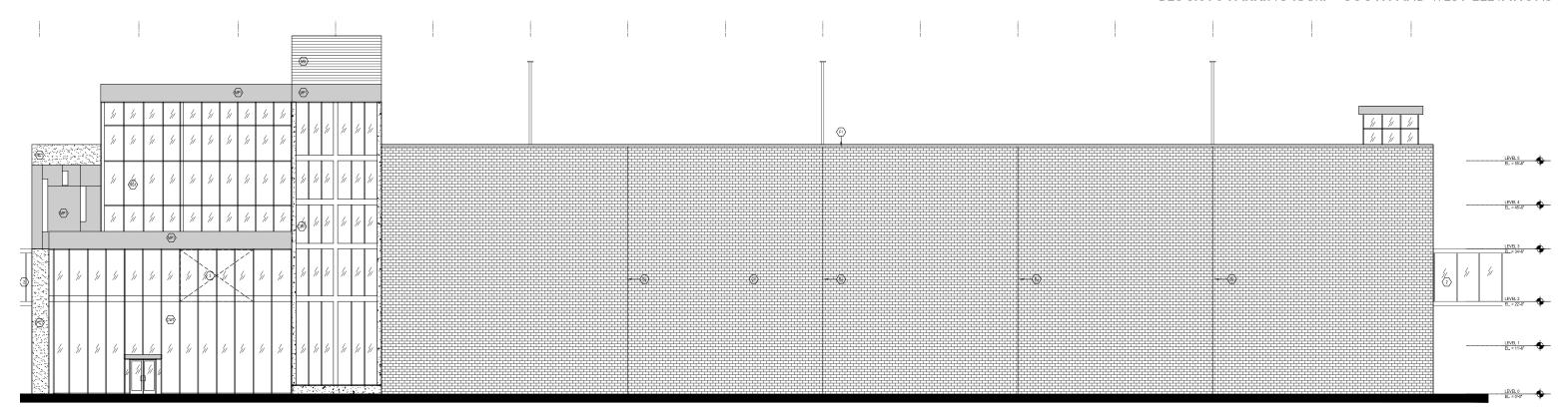


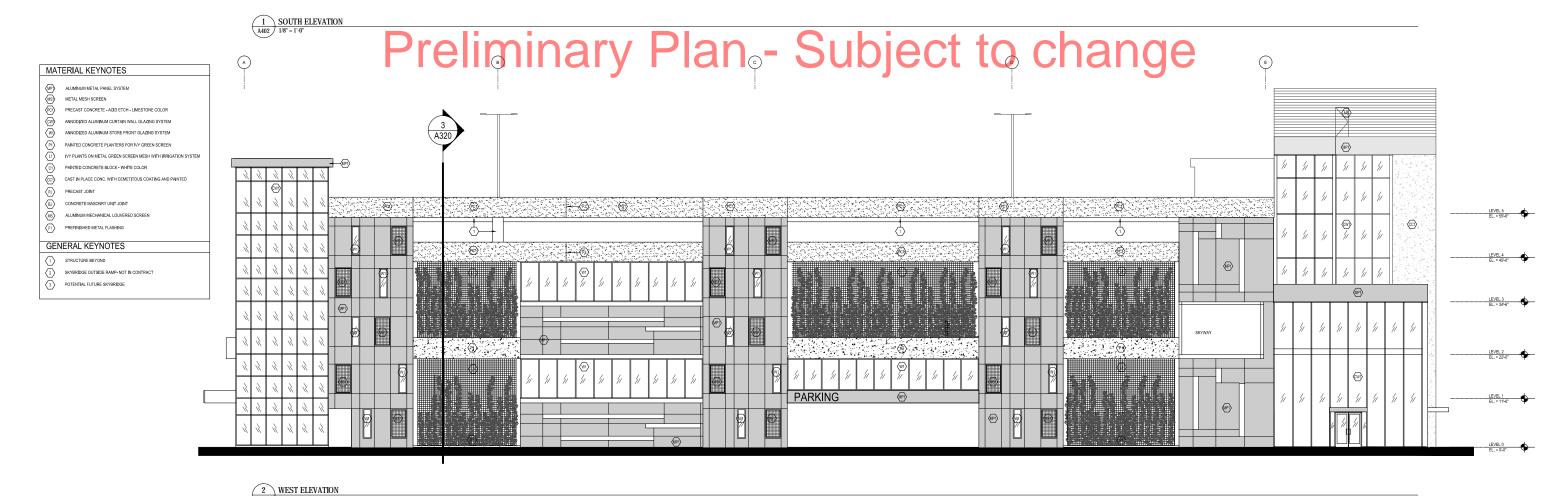














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